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IN "INSIDE..."

Again, we've lots of job information this week and were tempted to start with those items. But instead, we're holding to "tradition" and have a few other tidbits...on studies, interviews, food expo's, consumer activities...stuff like that. Read on...you'll get to the job announcements!

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ONE OF THE BIGGEST

The Food Safety and Quality Service (FSQS) is one of several consumer-oriented state and federal agencies invited to participate free in a WFYR Radio Holiday Food Expo next month in Chicago. Place will be at the Arlington Park Exhibition Center...so the Chicago Regional Information Office will set up an exhibit and distribute publications at the 2-day event.

It's billed as the "Midwest's largest consumer food show with a trade show format."

From Ben Darling in San Francisco comes word that a radio station there will also have a Food Expo in November. More than 70,000 people have attended the San Francisco event in the past.

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BYE, BYE ANTS, WE HOPE

You probably saw the press material about the new fire ant program. The new material, Amdro, is the first new registered control since mirex was canceled in 1978.

Plans are to treat nearly a million acres in five states... Alabama, Georgia, Louisiana, South Carolina and Texas...with 50-50 aerial treatments. North Carolina plans ground treatment and Mississippi is hoping to distribute 1-pound bags to property owners. The new material is a bait and is mixed with soybean oil and corn grits to carry the material to destination. It has a short active life...about 24 hours.

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GONE TO THE DOGS

Dog lovers have been worried about parvovirus, a disease that's rather scary. Then breeders and dealers also suggested that they need more communication with USDA. So, the Animal and Plant Health Inspection Service has started a new service.

"Animal Care MATTERS" will go directly to all licensees and registrants and to news outlets via regional information offices. Jean Newcomb, APHIS, thought up the title and rigged up the letterhead.

* * *

WHO SAYS WHAT TO WHOM When Gary Vacin, Kansas State U., presented his paper on information sources at the national ACE meeting in July, he told Stan Prochaska, GPA, he would send him a copy. Stan not only received the paper, but also briefed some items from it.

Among them: magazine editors ranked their own staff members and farmers ahead of other sources of information about "marketing farm products." Professional advisory services, farm commodity organizations and USDA crop reporting services were down the line, and land-grant universities were last on the list of sources.

For "farm production technology" information, editors listed farmers first and their own staff second as sources, followed by cooperative extension services, commercial companies and ag experiment stations. USDA regional research offices were listed last as a source for farm production technology information.

The editors listed farmers again as best source of "farm business management information" and magazine staff members second best. Private consultants, cooperative extension service and ag experiment stations, in that order were next. Farmer cooperatives were listed last as a source.

For "farm policy" matters, editors go to farm organizations first...magazine staff writers and USDA officials in Washington were about equal as a second source. Cooperative extension services were placed last.

All these findings were part of Gary's study of nine farm magazines and their sources of information. The nine pubs have a total circulation of more than 2.6 million. If you didn't hear Gary's report in Berkeley or would like more details from his survey, write him at Extension Service Office, Kansas State U., Manhattan, 66506...or call him at (913) 532-5804.

* * *

WHATEVER HAPPENED
TO...?

Word is getting around...but maybe you haven't heard. Joe McDavid, retired USDA press chief turned sailor, has arrived in Vero Beach, Florida, alive and well. Some of us were beginning to worry about him on his month-long trip...during which he lost two anchors and had a drive shaft mangled...and...had been towed to port twice by the Coast Guard, which declared him (also twice) a "menace to navigation."

Yep...he arrived, "brown as a berry and 14 lbs. lighter..." and soon will start his second step toward his new sea-going career.

* * *

BECOME A STAR

Jim Johnson, GPA, recently interviewed Ovid Bay, SEA, for USDA's TV show, "A Better Way," about various types of assistance the department has for small farm operators. They also talked about the variety of programs different states have underway to help small farmers. As a result, Jim hopes to get some film footage or videotape about projects going on around the country. So, if you would like to get involved (meaning eventual national exposure for your efforts), check with Jim, (202) 447-5437, for specifics about formats, times, and approaches.

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A REMINDER...

If you're interested in cutting back on the packages you receive from Washington--filled with speeches and press releases, don't forget to send us the mailing labels on envelopes for materials you want dropped. Then we'll remove your name from that (or those) mailing lists and put you on what we call the "ISEC" list.

Doing all that gets you the weekly compilation of speeches and major press releases, in booklet form...saves us all money and time...and you'll still have the primary announcements from D.C.

Folks who've been getting the booklet keep telling us they like them. That's what we like to hear.

* * *

INF JOB STANDARDS
REVISED

At long last, we have received a draft copy of "Tentative Standards for Public Affairs Series," from the Office of Personnel Management. Apparently quantities are being delivered to the Department's Office of Personnel for distribution to agency personnel officials. You should bug your agency personnel office for copies. Comments and suggestions are requested by Nov. 19.

These are proposed revisions of the position classification standard and the qualification standard for the Public Information Series GS-1081...retitled and recoded as the "Public Affairs Series GS-1035." The standard will replace the classification standard for the Public Inf Series dated April 1961, and the qualification standard dated Dec. 1968 and June 1970. So you can see we've been a long time in getting up-to-date.

The proposal says "...the section has been rewritten to reflect the changed structure of public information work...elaborates upon...three major types of positions...and provides...two new sections on communication."

Titles of "Officer" and certain "specialists" have been eliminated in favor of "Public Affairs Specialist" and "Supervisory Public Affairs Specialist." Grades covered range from GS-5 to GS-15.

One point we notice different from the old standards is the use of the word "communication." Past standards seemed to emphasize "dissemination of information." The new draft standards seem to emphasize "...communicating with various publics served or affected by federal agencies." Further, a broad statement says: "Work in this series requires a knowledge of communication methods, principles, techniques and practices, analytical methods and interpersonal relations practice."

Another statement says: "Positions in the Public Affairs Series are primarily concerned with the application of communication knowledges and skills to the establishment and maintenance of meaningful and effective communication channels between federal agencies and the various publics served or affected by the programs, policies and regulations of those agencies."

So...you who are affected, get your copy and read it well.

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JOB HUNTING? TRY
SEA-AR

Vernon Bourdette, SEA regional inf officer located in New Orleans, called to announce that he needs an experienced editor to edit and manage technical publications through production. The official advertisement has not yet been issued, but Vernon says he'll be recruiting for someone up to a GS-11.

If interested, write Vernon at USDA-SEA-AR, Southern Region, P.O. Box 53326, New Orleans 70153 or call him at (504) 589-6839.

* * *

OR TRY U. OF MARYLAND

Bob Rathbone, U. of Maryland, writes that he's planning to retire (again) come Jan. 1. Applications are acceptable now, however. Required for the job--"chairperson, Dept. of Inf and Publications"...are a master's in journalism or related course of study and 5 years experience as a pro in communication and as a manager of a comm or public inf group or program. Also required is a good knowledge of the mission and work of the cooperative extension service, ag experiment stations and land-grant universities. Applications are accepted until Oct. 10.

Bob also is recruiting for a TV specialist...a new position for extension. Application deadline is Oct. 15 on this job. It also requires a master's degree...in TV or related course of study and 2 or more years of experience as a working pro in TV. A good knowledge of the mission and work of extension and the land-grant system is desirable.

For either job, send your resume and three references (the TV references should be from professionals) to Human Resources Coordinator, Cooperative Extension Service, U. of Maryland, College Park 20742. Phone: (301) 454-3743.

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IF YOU'RE RECRUITING... Looking for a job is Mark Fritz, 2042 Fairwood Lane, State College, Pennsylvania 16801. Mark currently works with the Radio/TV Services branch of Penn State's department of Ag Communications. He says he began as a videotape editor but gradually moved into writing and researching. He now writes and produces a weekly radio series and occasionally contributes to a weekly TV series. He's looking for a spot as a writer/producer of videotape programs.

He can be contacted at 119 Ag Admin. Bldg., University Park, 16802. Phone there is (814) 865-6309.

Terry White, 8354 K Dunham Court, Springfield, Virginia 22152, (Phone: 703-451-6763) also is interested in employment. Terry just finished a master's in journalism at the U. of Maryland (with a 3.87 grade point average). He helped the university determine communication needs of poultry farmers on the Eastern Shore and conducted a general review of audience analysis techniques. He's also qualified under the public inf series examination.